



POSITION DESCRIPTION

- **Title:**
Sales Specialist.
- **Reporting to:**
Sales Manager.
- **Hours per Week:**
38 (Monday to Friday)
After hours / weekend work as required.

POSITION OBJECTIVES

- To sell Delecca's range of products and services to ensure the business meets profit and revenue growth targets.
- Developing and closing profitable new opportunities with customers.

KEY REQUIREMENTS

- Proven experience (5+ years) in selling heavy machinery, agriculture equipment or a similar position in the automotive or industrial sector, preferred but not essential.
- Excellent communicator, builds rapport easily, effective listener, asks appropriate questions to uncover needs, wants, opportunity status, objections, and timely follow up.
- Can find common ground and solve problems for the good of all by applying listening and influencing skills.
- Confidently gains trust and support of peers and subordinates.
- Mixture of internally and externally focused, engages team and customers early and effectively, where selling is a team sport.
- Believes in the value of the organisation and the solutions being proposed. Sells on value, never gives away value, focused on maximising value and margin, and always upselling.
- Uses and refines a sales process to achieve consistent and improving results.
- Results focused — finds a way to achieve outcomes.
- Takes personal responsibility for the successful delivery of results and outcomes.
- Positions and obtains references and referrals, creates long term sustainable relationships.
- Licences:
 - Driver Licence (Mandatory)
 - Forklift Licence (Preferred)
 - Competency Tickets — Excavator, Skidsteer, Telehandler (Beneficial)



KEY ACCOUNTABILITIES AND RESPONSIBILITIES

Lead Generation

- To execute lead generation activities to ensure a full pipeline of prospects utilising the Delecca's sales process.
- To attend networking, industry trade shows and other relevant events to generate new prospects.
- To complete regular reporting and forecasting as directed.

Building Prospect Relationships and Qualifying Opportunities

- To develop and utilise the necessary skills, tools and strategies to build strong relationships with prospects quickly.
- To develop a deep relationship and detailed understanding of each key stakeholders needs and wants.
- To utilise a qualification process to effectively qualify sales opportunities in a timely manner.
- To prepare for and attend sales meetings.
- To present qualified sales opportunities at sales meetings.
- To maintain an up-to-date sales forecast and reporting on a weekly basis.

Solution Development, Positioning and Upselling

- To develop multi-level relationships with customer organisations.
- To coordinate the development and detailed understanding of customer requirements.
- To plan and execute strategies that will effectively influence the customer's requirements to enable Delecca's to offer the most valuable solution.
- To continue to engage with customers regularly face-to-face to add greater value and make it easier for all customer's to want to do business with Delecca's.
- To seek out opportunities to cross sell other products, services and solutions offered by Delecca's.
- To develop relationships with identified customer stakeholders to a level where Delecca's is their preferred provider and they become internal advocates.

Negotiation and Closing

- To demonstrate the value of the proposed offering and to create a feeling of certainty within each of the customers key stakeholders that using Delecca's is the best possible outcome for their purchase.
- To coordinate the drafting of any business proposals and presentations, as required.
- To present and gain approval for the proposed assignment, approach, price, roles, responsibilities and process.

Generating Referrals, References and Customer Success Stories

- To work with and identify other potential customers within their external networks who require / would benefit from the Delecca's range of solutions.
- To work with the customer to develop customer success stories and references which can be used by Delecca's in marketing campaigns.

Team Engagement

- To coordinate the engagement of the appropriate Delecca's team members at the optimal time to ensure the customer and Delecca's form solid multi-level relationships.

Market Positioning and Branding

- To represent Delecca's brand, team and services in a professional manner at all times.
- To represent all solutions and sell on value to maximise margin for each opportunity.

Team Engagement and Transitioning to Operations

- To engage the necessary Delecca's technical and operational resources in the scoping and solution definition to ensure Delecca's can successfully win and deliver the solution.
- To confirm the scope, timeframe and pricing with the appropriate Delecca's stakeholders prior to finalising these elements with the customer.

General

- Comply with occupational health and safety guidelines and any other related legislation that is applicable to the role and the working environment.
- Participate in training and development, as required.
- Adhere to Delecca's code of conduct, policies and procedures.
- Other activities as directed by the Sales Manager.
- Attend in-house training to continually develop sales, sales management and cross selling skills.